Official ISE 2027 Publications

Produced by Future B2B

FUTURE B2B

Producers of the Official ISE Show Daily

Get exclusive access to ISE's influential buying audience and readers of one of the leading European brands in the pro AV industry

Increase company visibility and brand awareness

Generate qualified leads

Drive booth traffic

Boost sales

FUTURE B2B

Official Show Daily for ISE 2027

The ISE Daily is the only official show newspaper. It is produced on-site by Installation's specialist AV editorial team, printed overnight, and distributed the following morning to attendees as they arrive at Fira de Barcelona each day. The show dailies uniquely capture the all important product news and announcements from the show floor, the expert thought leadership from the conference seminars and theatre sessions, as well as being a companion guide for every delegate in previewing the must-attend show features for the day ahead.

With a digital preview edition, official pre-show and at-show newsletters sent to registered attendees, the ISE Daily provides an unrivalled wealth of opportunities for ISE exhibitors to communicate their messages to the ever-growing ISE attendee base.

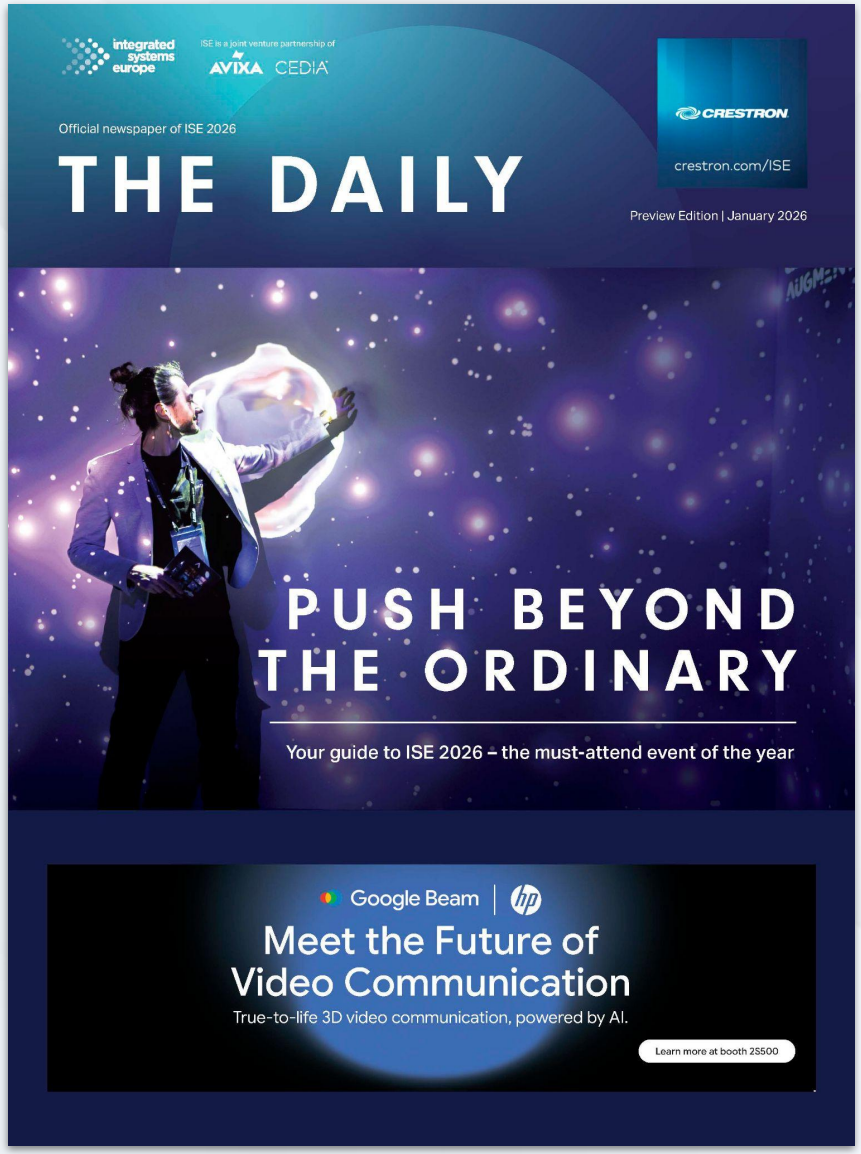
FUTURE B2B

ISE Daily Preview Edition

The ISE Daily Preview is distributed to ISE's **VIP database of registered attendees and Future subscribers two weeks ahead of the show.**

The digital preview is a valuable promotional tool to alert registered attendees to your presence at the show, and why they should visit your stand.

The preview contains exclusive interviews and thought leadership pieces with the key speakers and industry experts taking part at ISE 2027, helping you to align your brand with the show's key themes.



FUTURE B2B

Official ISE Show Daily

A printed show daily is produced each day of the show (four total) and is distributed to the thousands of attendees at the Fira Barcelona Gran Via convention centre, while daily digital editions are sent via the ISE Daily Newsletter each day for expanded reach.

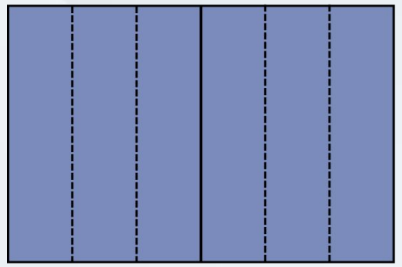
FOR MAKING AN ON-SITE IMPACT, YOU CANNOT BEAT THE DAILY.

200K
Readers

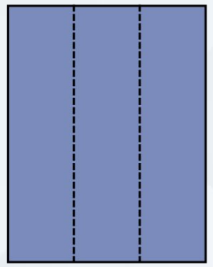
FUTURE B2B

ISE Show Daily Ad Rates and Specs

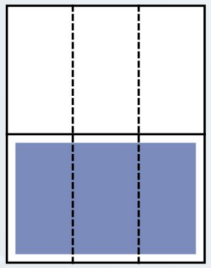
ISE The Daily		
Ad Size	**Investment (5 issue package)**	**Investment (4 issue package)**
Full Page Spread	£25,500	£21,600
Full Page	£16,709	£14,609
Front Cover (¼ strip)	£21,250	£18,000
Inside Front Cover	£18,063	£15,300
Inside Back Cover	£16,469	£13,950
Outside Back Cover	£21,250	£18,000
Half Page Horizontal	£10,094	£8,550
Quarter Page Strip	£7,172	£6,075
Product Showcase	£3,000	£2,500



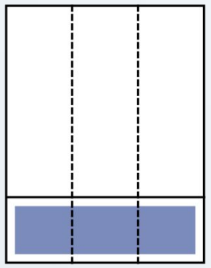
FULL PAGE SPREAD
Bleed: 436x296mm
Trim: 430x290mm
Type: 410x270mm



FULL PAGE
Bleed: 221x296mm
Trim: 215x290mm
Type: 195x270mm



1/2 HORIZONTAL
195x135mm



1/4 STRIP
195x65mm

FUTURE B2B

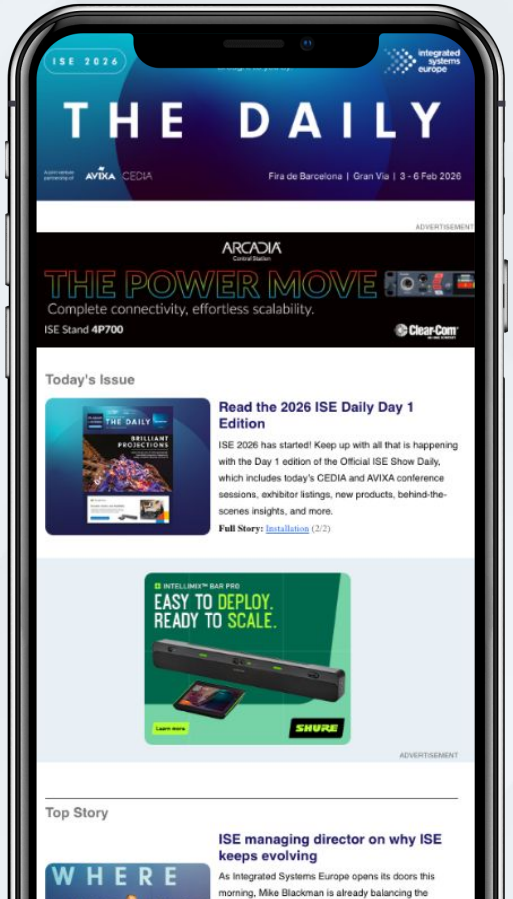
Official Newsletter: ISE Online News

The Official Show Daily Newsletter is distributed before, during, and after the show to ISE's registered attendees and Future's pro AV audience. The weekly sends begin in December and run up to the show where they are sent on each day, with one post-show send.

200k+
Distribution

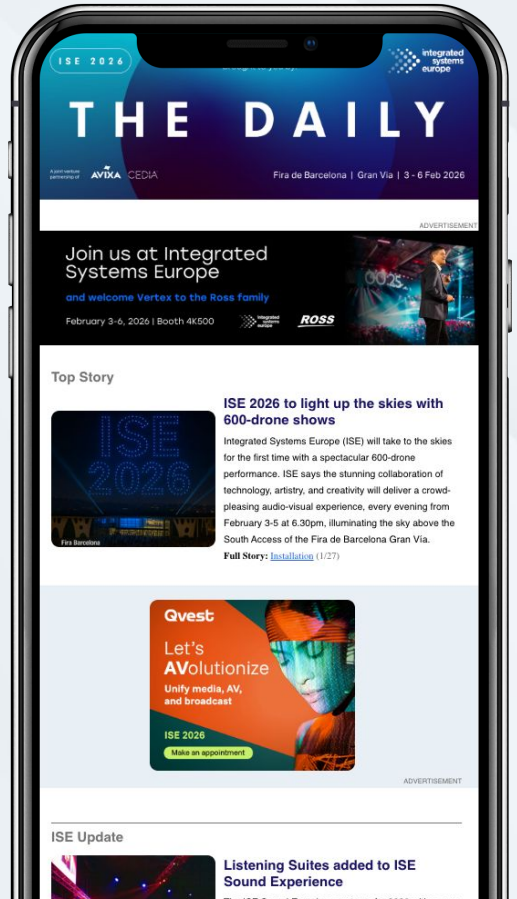
Pre-Show Editions

Schedule Today!



At-Show Editions

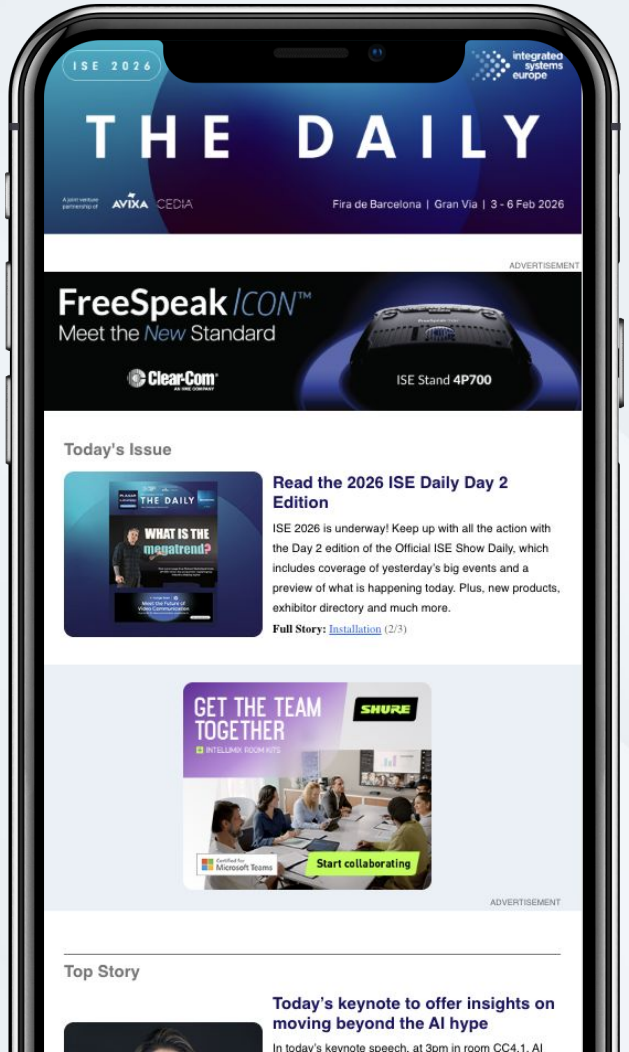
Schedule Today!



FUTURE B2B

ISE Show eNewsletter Ad Rates

Show Daily eNewsletter			
Ad Size	**6 Sends**	**12 Sends**	**16 Sends**
Top Banner Billboard (970x250)	£7,200	£13,200	£16,800
MPU (300x250)	£6,000	£10,000	£13,000



FUTURE B2B

TVBEurope/Installation Broadcast AV Guide to ISE

TVBEurope, TV Tech and Installation are joining forces on a special product preview guide in the run up to ISE 2027 to help exhibitors drive more traffic to their stands.

- Full-page ad in the Product Preview Guide
- Distribution includes TVBE, TV Tech, Installation and ISE Show Daily newsletters
- Gated to deliver 100+ leads for sponsors
- Promotion of Guide via dedicated eblasts, online editorial and social.

Full page + product listing = £2,500

For advertising inquiries, get in touch with an AV & Pro Audio Group sales representative.

FUTURE
B2B

Adam Goldstein
VP/Market Leader
adam.goldstein@futurenet.com

Debbie Rosenthal
debbie.rosenthal@futurenet.com

Janis Crowley
janis.crowley@futurenet.com

Hayley Brailey-Woolfson
hayley.braileywoolfson@futurenet.com

John Casey
john.casey@futurenet.com

Joe Palombo
joseph.palombo@futurenet.com

Zahra Majma
zahra.majma@futurenet.com

Raffaella Calabrese
raffaella.calabrese@futurenet.com